



September 28, 2016

**City of Milton / Tourism Committee/ Common Council**  
710 S Janesville Street  
Milton WI 53563

**RE: 2017 Tourism Committee / Common Council Funding Request from MACC**

In 2016, MACC continued its efforts in working together with the City of Milton's Tourism Committee to promote and welcome visitors to our community by providing annual events that attract new & returning visitors to our area. Our organization continues to brainstorm to find new events that will attract even more tourists to our community. Below, you will find an itemized marketing & advertising funding request for tourism related events in 2017. We ask that you respectfully review the information below, and continue the Councils support of MACC's effort to work together with the City of Milton and promote our community with tourist related events.

MACC respectfully acknowledges that the city's 2017 budget is especially tight with the current demands of different projects. However, with the help of the city's tourism budget, MACC will be able to continue on with our efforts of drawing tourists to our community with the events we host. With brainstorming new effective advertising options, we have been able to expand our target markets and attract many new visitors to our area.

As always, MACC appreciates the support from the council. Our joint effort together in promoting our area has been shown by the attendance in each of the events listed below. Thank you for reviewing the information provided. As always, if you have any questions, please feel free to call me at the office.

**Chicken Barbecue- August 2017**

- The annual MACC Chicken BBQ is a family friendly, community event that draws attendees from around our southern Wisconsin Region. However, the BBQ attracts many campers at the various campgrounds in our area that have visitors from Northern Illinois (Chicago Area) all the way to the Rockford area of Illinois, and continues on all the way up to Madison, WI. Once again this year, we gathered information on the raffle tickets that were sold, and we had visitors from 12 different cities throughout Wisconsin and Illinois that attended. This one day event that also includes the Milton House Arts and Crafts on the Lawn, and the Milton Lions Club car show is the primary summer event that funnels traffic and families to the Milton area. During this event, many other non-profit organizations also benefit from setting up stands to raise much needed money for their organizations as well. In 2016, MACC served nearly 2000 chicken dinners throughout the day. That is a true showmanship of how important this event is to our community and its tourism department.

**MACC is requesting that the Tourism Committee and Common Council consider a 75% share in the total cost of advertising this annual tourist drawing event. This share represents \$1,710.38.**

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| ○ 2 Lamar Billboard Ad (Non-Profit rate):  | \$600.00 |
| ○ Campers Courier Ad (August 2017 full ad) | \$159.00 |
| ○ Campers Courier Ad (August 2017 Map ad)  | \$47.00  |
| ○ Milton Courier (2-week Ad run):          | \$667.50 |
| (This year ran 08-6-15 & 08-13-15)         |          |

**Chicken Barbecue- Continued**

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| ○ Milton Courier Online Ad run for 2 weeks:  | \$57.00  |
| ○ Edgerton Reporter Heritage Days Issue Ad:  | \$57.00  |
| ○ Charter Spectrum "Donut Ad"  | \$128.00 |
| ○ Janesville Messenger Ad  | \$165.00 |
| ○ Janesville Gazette Ad  | \$170.00 |
| ○ Facebook Advertising (reached 14,044 people)   | \$50.00  |
| ○ Promotion Items  | \$180.00 |
| (Bag stuffers, campground flyers, local chamber promotional marketing, and distribution of 500 flyers on vehicles on the day of CBQ) |          |

**ESTIMATED CHICKEN BBQ MARKETING / ADVERTISING TOTAL: \$2,280.50**

**\$1,710.38 = 75 % Funding Partnership Request**

**Malt & Hops Event- 2017 date TBD**

- In 2017, MACC will hold the 8<sup>th</sup> Annual Malt & Hops Fest. As we reported last year, this event has gained momentum as a well-attended beer/wine tasting gathering in our Milton Community. Marketing and Advertising efforts have typically been focused in the Rock County Region drawing attendees from Janesville, Beloit, Fort Atkinson, and Edgerton. The success from this event is represented at this year's event with 8 different breweries and 3 different wineries throughout Wisconsin coming to Milton to participate in our event. This year MACC will continue in its efforts to expand in more marketing efforts and invest in online marketing through Facebook events and google ad words. Through this tool, MACC has been able to reach all surrounding cities through a 50-mile radius. The results of this marketing strategy this far have been outstanding. 71 people from surrounding cities outside of Rock County have engaged in our advertisement for the event. Last year we had a record number of attendee with 262 tickets sold. With the help of a new marketing strategy, we are hoping to reach 300 attendees in 2017! Although this a chamber event, it also serves as a community event by attracting visitors throughout the surrounding communities and beyond. We will also again this year have an extended promotional event to our local businesses. With our event ending at a reasonable hour (9 pm), we have partnered with local businesses to offer discounts on drink specials, and dinner specials with them showing their tasting card from our event. The goal for this is to keep the attendees in our community even after our event to help increase sales and support our local establishments.

**MACC is requesting that the Tourism Committee and Common Council consider a 50% share in the total cost of advertising this annual tourist drawing event. This share represents \$740.50.**

○ Lamar Billboard Ad (Non-Profit Rate)	\$320.00
○ Milton Courier Ad Full 1-page color insert 3,000 copies	\$460.00
○ Milton Courier Online Ad (4 weeks)	\$57.00
○ Beloit Daily News Ad	\$119.00
○ Janesville Messenger	\$169.00
○ Edgerton Reporter	\$120.00
○ Jefferson County Daily Union	\$136.00
○ Facebook Event Advertising	\$50.00
○ Google Ad Words	\$50.00
<b>ESTIMATED MALT &amp; HOPS MARKETING / ADVERTISING TOTAL: \$1,481.00</b>	

**\$740.50 = 50% Funding Partnership Request**

**Christmas Walk- 2017 date TBD**

- MACC will continue the tradition of the Annual Christmas Walk. Five area residents will once again open up their festive, decorated homes to tourists. 2017 will mark the 15<sup>th</sup> year of this event. This event typically attracts around 200-250 attendees that will tour these local historical Milton homes. This event tips off the joy of the holidays for many tourists, and this year will partner its marketing strategies to help promote Milton's Holiday Celebration. Again, MACC plans on expanding its marketing efforts with social media advertising in hopes to attract different visitors from surrounding cities within a 50 mile radius.

**MACC is requesting that the Tourism Committee and Common Council consider a 50% share in the total cost of advertising this annual tourist drawing event. This share represents \$567.50.**

○ Lamar Billboard Ad	\$320.00
○ Milton Courier Ad 2 week run	\$206.00
○ Courier Online Ad (4 weeks)	\$57.00
○ Beloit Daily News Ad	\$109.00
○ Jefferson Daily Union (2 weeks)	\$125.00
○ Edgerton Reporter	\$77.00
○ Five for Women Magazine Ad	\$88.00
○ Charter Media Weather Crawl	\$ 103.00
○ Facebook Event Advertising	\$50.00

**ESTIMATED CHRISTMAS WALK MARKETING / ADVERTISING TOTAL: \$1,135.00**

**\$567.50 = 50% Funding Partnership Request**

**Total 2017 Tourism Committee Marketing / Advertising Funding Partnership Request: \$3,018.38**

Chicken BBQ @ 75 % share =	\$1,710.38
Malt & Hops @ 50 % share =	\$740.50
Christmas Walk @ 50 % share =	\$567.50